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The screenshot shows the AOL Search interface with the query "paris New York" \$300 entered into the search bar. The results page displays several sponsored links and organic search results.

Sponsored Links:

- what is a Sponsored Link? I provided by a third party and not endorsed by AOL
- Cheap Paris Tickets ☐ - AirGorilla.Com Offers Low Fares Local and International Flights
<http://www.AirGorilla.com>
- Paris Apartment Rentals ☐ - Daily, Weekly, Monthly Furnished Apartments in the heart of Paris
<http://www.parisfurnishedapartments.com>
- New York Specials ☐ - Save money with our special deals for New York City hotels & lodging.
<http://www.123-accommodations.com>
- Save up to 70% in Paris ☐ - Get exclusive internet only hotel rates up to 70% off in Paris - now!
<http://fly.aow.com>

Matching Sites: Page 1 8 3467

What is a Matching Site?

- craigslist I housing swap in new york city ☐ - ... FOR NYC DECEMBER 19TH until JANUARY 2004 (paris district 13th ... \$300 / 2br - Buenos Aires Apt for Apt In NYC ... 1br - New York City apartment swap for costa rica apt ...
<http://newyork.craigslist.org/swp/>
- craigslist I vacation rentals in new york city ☐ - ... 1 week, for 2 people, March 11-17 (Paris, FR ... obr - CHRISTMAS IN NEW YORK CITY (MIDTOWN NYC ... \$300 / 2br - Christmas/New Year's in Manhattan w/ Fireplace (Gramercy ...
<http://newyork.craigslist.org/ex100.html>
 [More results from newyork.craigslist.org]

*** * A European vacation for less than \$300, including airfares and ... ☐ - A European vacation for less than \$300, including airfares ... For Paris, the ***

Price is dipping to a meager ... clean but without character) and airfare from New York....
http://www.msnbc.com/avantgo/997558.asp?s=TRAV_MAIN

Resort Hotels, Las Vegas, Rome, Paris, Italy, New York, San ... ☐ - Find: Check Out What's New, Our Popular Sites, and Latest Coupon Codes! Money Saving Offers, Click Here! Click Here! ...

<http://www.internet-bargains.com/html/Travel/Hotels/>

Fig. 1

10

14

12

40

42

42

100

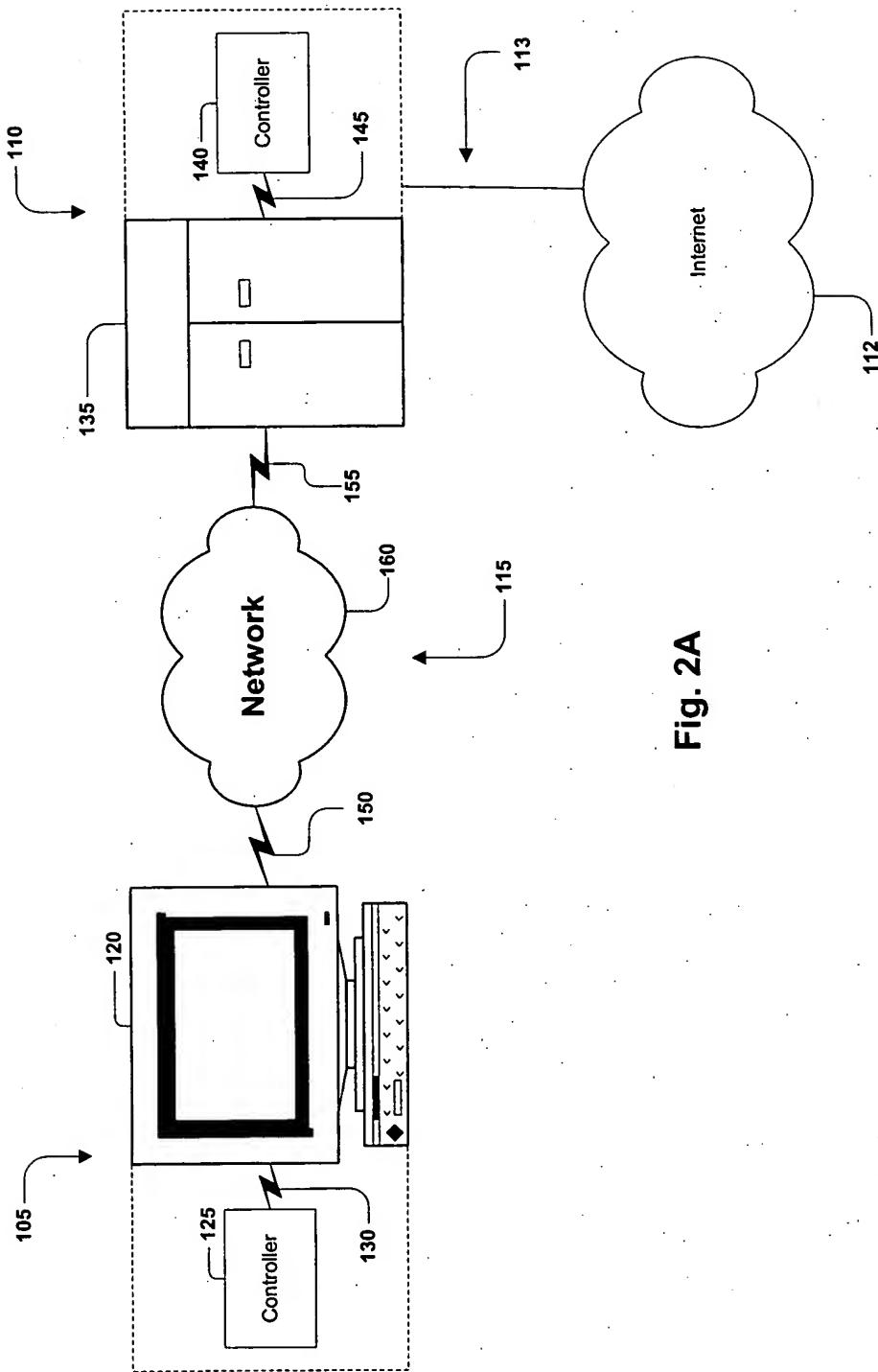


Fig. 2A

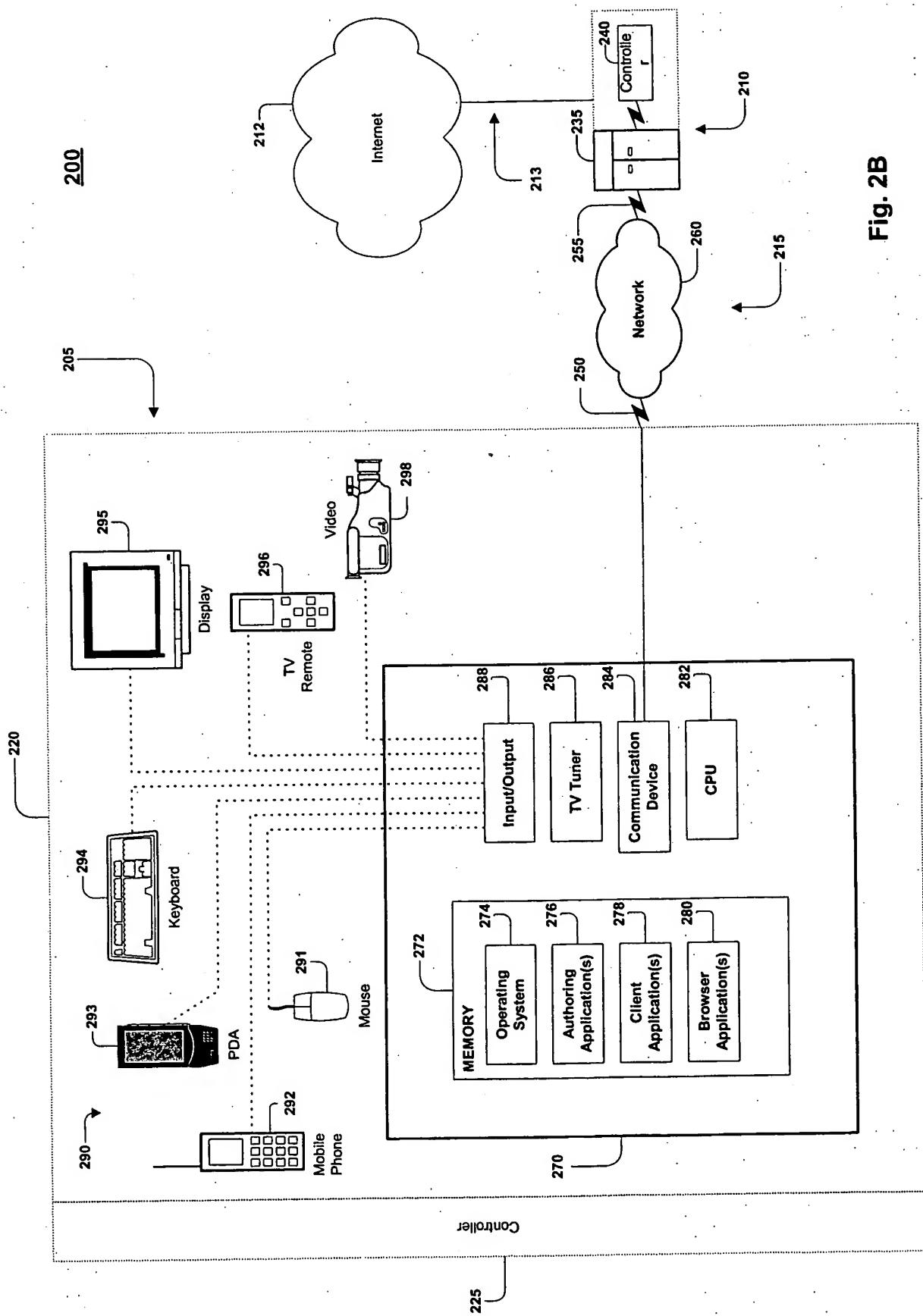


Fig. 2B

308

300 Welcome to AOL.COM Netscape
302 File Edit View Go Communicator Help
306

Bookmarks Go to: http://www.page5.com
AOL Loco
America Online's Internet Service Provider
Operation Details
Fox, Day 2: Get complete coverage Weather... Stay in My News for the bowl games. Plan travel online

304

311

310

312 d AOL 4.0

311

YOU WANT amazon.com

\$2.99 White Sprinkles Last Click Here

ALL NEW AOL 4.0

Top News Stocks Weather Holiday Shopping Horoscopes AOL NetMail

Wine and Dine? Grab and Go: Buy great food gifts for giving or eating

N

Top News Now: Clinton Appeals to Foreign Leaders

320

Web Centers My News Shopping Free Products Try AOL Now! Check your AOL e-mail from the Web!

AOL NetFind Do your homework with help from Research & Learn Find!

Get free custom news and weather in My News

Autos Personal Finance Front Page Business

Kids surf safely in AOLNetFind Kids Shop and save on the Web.

AOL NetMail

Document Done

FIG. 3A

http://www.page6.com
http://www.page5.com
http://www.page4.com
http://www.page3.com
http://www.page2.com
http://www.page1.com

FIG. 3B

http://www.page3.com
http://www.page6.com
http://www.page5.com
http://www.page4.com
http://www.page2.com
http://www.page1.com

FIG. 3C

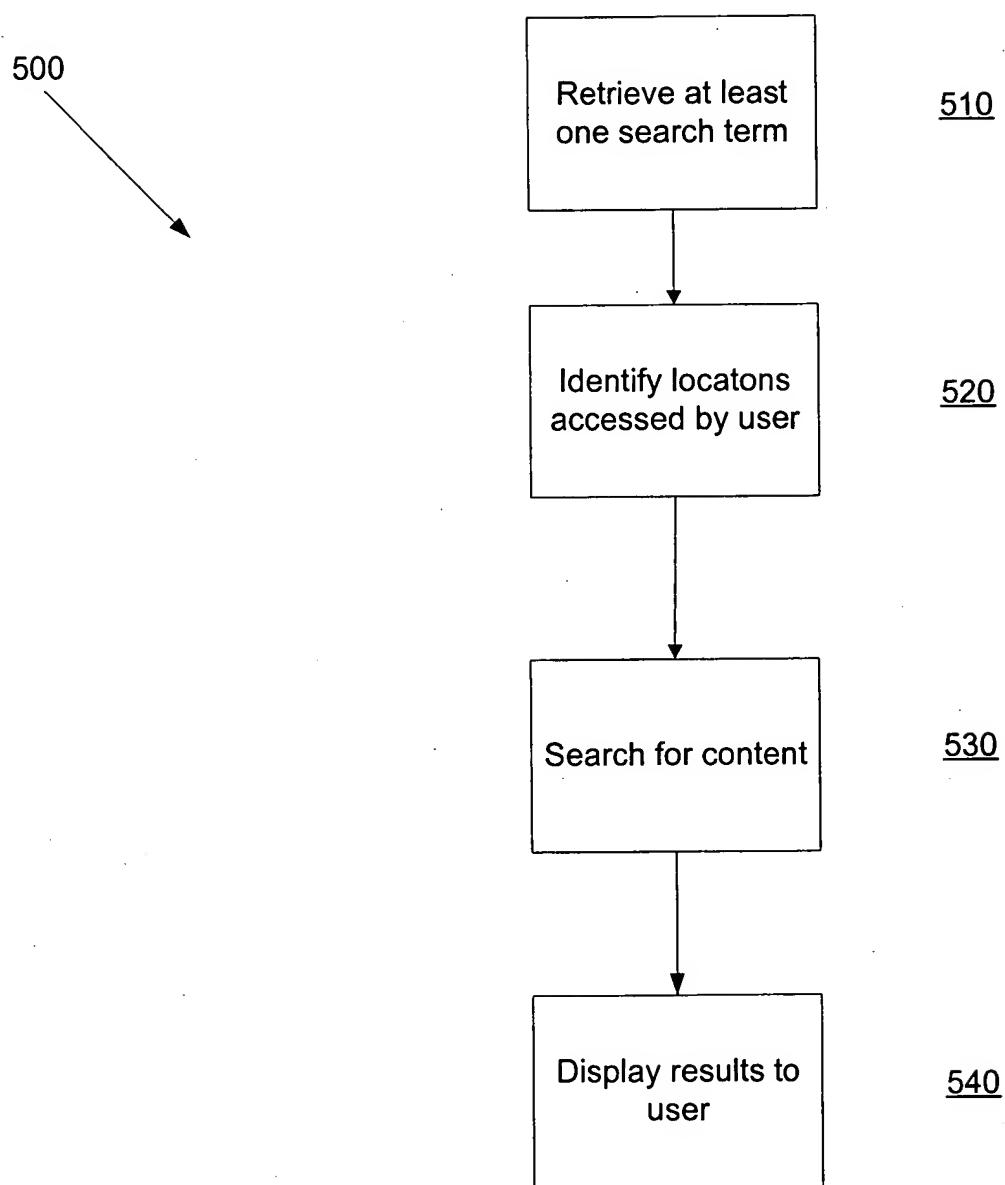


Fig. 5

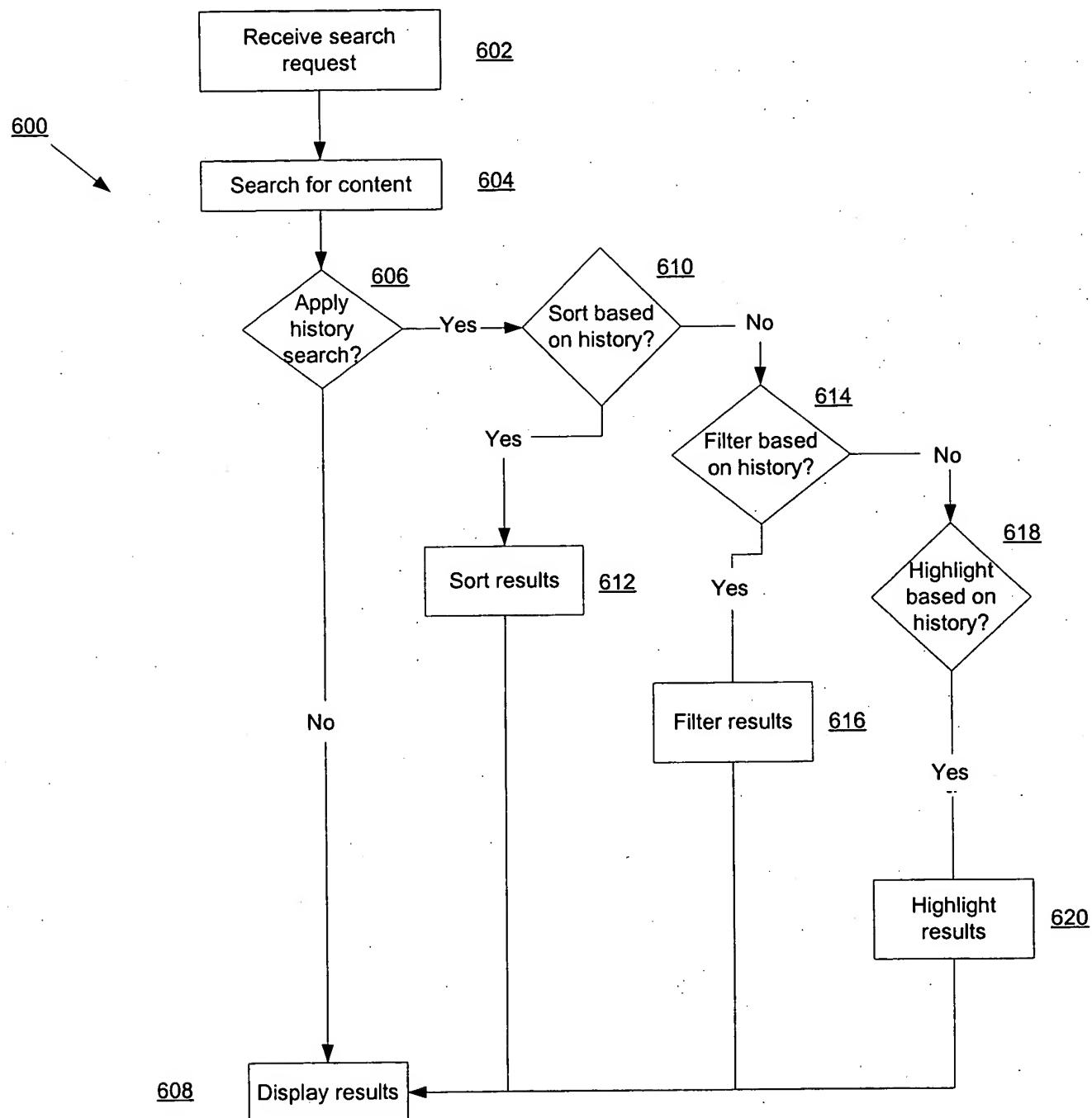


Fig. 6

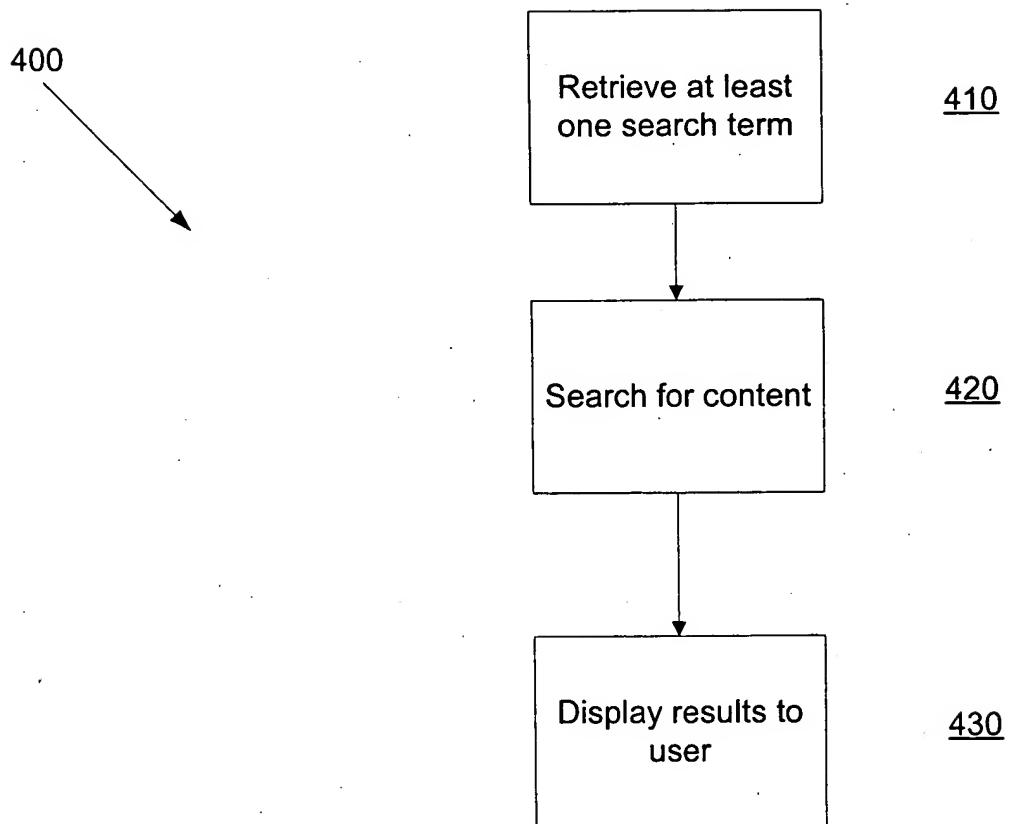


Fig. 4